<u>AMENDMENTS TO THE CLAIMS</u>

This listing of claims will replace all prior versions, and listings, of claims in the application:

1-20.   (Canceled)

21.   (currently amended) A method for determining which advertisements to include with

electronic content delivered to users over a network, the method comprising the steps

of:

storing data that indicates delivery criteria and delivery obligations for each of a

plurality of contracts, wherein each contract is associated with an advertiser of a

plurality of advertisers,

wherein each contract of the plurality of contracts is associated with a separate

advertisement of a plurality of advertisements,

wherein a first contract with a first advertiser of the plurality of advertisers was formed

before a second contract with a second advertiser of the plurality of advertisers;

after the plurality of contracts have been formed, receiving a request to provide over

said network a piece of electronic content that includes a slot for an

advertisement;

reading said data to determine delivery criteria associated with the plurality of contracts;

comparing slot attributes of said slot with delivery criteria of said plurality of contracts

to determine a subset of said plurality of advertisements which qualify for

inclusion in said slot,

<u>wherein the slot attributes include at least one attribute that corresponds to the subject of</u>

<u>the electronic content,</u>

wherein both a first advertisement associated with the first contract and a second

advertisement associated with the second contract qualify for inclusion in said

slot,

wherein the second contract is associated with a behindness value that is currently

greater than a behindness value associated with the first contract,

wherein the behindness value of each contract reflects how far behind a content provider

is on satisfying the delivery obligations associated with each contract; and

from said subset of advertisements, selecting said first advertisement to include in the

slot based, at least in part, on the first contract having been formed before the

second contract.

22. (previously presented) The method of Claim 21, wherein:

the method further comprises the step of determining which advertisements in the

plurality of advertisements are associated with delivery obligations that are not

on track to be satisfied; and

the step of determining a subset of said plurality of advertisements which qualify for

inclusion in said slot includes selecting for said subset only advertisements that

are associated with delivery obligations that are not on track to be satisfied.

23. (previously presented) The method of Claim 21, wherein the step of comparing slot

attributes of said slot with delivery criteria of said contracts to determine a subset of said

plurality of advertisements which qualify for inclusion in said slot is performed in

response to receiving said request.

24.   (previously presented) The method of Claim 23, wherein:

the request was made by a specific user; and

at least one of said slot attributes, which are used to determine which advertisements

qualify for inclusion in said slot, corresponds to information associated with the

specific user.

25.   (previously presented) The method of Claim 21, wherein the piece of electronic content

is a web page.

26.   (previously presented) The method of Claim 21, wherein the piece of electronic content

is a video stream.

27.   (previously presented) The method of Claim 21, further comprising the steps of:

associating a priority class with each of said plurality of advertisements; and

filtering out of said subset one or more advertisements that have a priority class that is

lower than the priority class of any other advertisement that belongs to said

subset.

28.   (previously presented) The method of Claim 21, further comprising the step of filtering

out of said subset all advertisements that are associated with delivery obligations that

are on track to be satisfied.

29.   (canceled)

30.　(currently amended)　A computer-readable storage medium storing instructions for determining which advertisements to include with electronic content delivered to users over a network, which instructions, when executed by one or more processors, causes the one or more processors to perform the steps of:

storing data that indicates delivery criteria and delivery obligations for each of a plurality of contracts, wherein each contract is associated with an advertiser of a plurality of advertisers,

wherein each contract of the plurality of contracts is associated with a separate advertisement of a plurality of advertisements,

wherein a first contract with a first advertiser of the plurality of advertisers was formed before a second contract with a second advertiser of the plurality of advertisers;

after the plurality of contracts have been formed, receiving a request to provide over said network a piece of electronic content that includes a slot for an advertisement;

reading said data to determine delivery criteria associated with the plurality of contracts;

comparing slot attributes of said slot with delivery criteria of said plurality of contracts to determine a subset of said plurality of advertisements which qualify for inclusion in said slot,

wherein the slot attributes include at least one attribute that corresponds to the subject of the electronic content,

wherein both a first advertisement associated with the first contract and a second advertisement associate with the second contract qualify for inclusion in said slot,

wherein the second contract is associated with a behindness value that is currently

greater than a behindness value associated with the first contract,

wherein the behindness value of each contract reflects how far behind a content provider

is on satisfying the delivery obligations associated with each contract; and

from said subset of advertisements, selecting said first advertisement to include in the

slot based, at least in part, on the first contract having been formed before the

second contract.

31.   (previously presented)   The computer-readable storage medium of Claim 30, wherein:

the instructions include instructions which, when executed by the one or more

processors, further cause the one or more processors to perform the step of

determining which advertisements in the plurality of advertisements are

associated with delivery obligations that are not on track to be satisfied; and

the step of determining a subset of said plurality of advertisements which qualify for

inclusion in said slot includes selecting for said subset only advertisements that

are associated with delivery obligations that are not on track to be satisfied.

32.   (previously presented)   The computer-readable storage medium of Claim 30, wherein

the instructions include instructions which, when executed by the one or more

processors, further cause the one or more processors to perform the step of comparing

slot attributes of said slot with delivery criteria of said contracts to determine a subset of

said plurality of advertisements which qualify for inclusion in said slot is performed in

response to receiving said request.

33.   (previously presented) The computer-readable storage medium of Claim 32, wherein:

the request was made by a specific user; and

at least one of said slot attributes, which are used to determine which advertisements

qualify for inclusion in said slot, corresponds to information associated with the

specific user.

34.   (previously presented) The computer-readable storage medium of Claim 30, wherein

the piece of electronic content is a web page.

35.   (previously presented) The computer-readable storage medium of Claim 30, wherein

the piece of electronic content is a video stream.

36.   (previously presented) The computer-readable storage medium of Claim 30, wherein

the instructions include instructions which, when executed by the one or more

processors, further cause the one or more processors to perform the steps of:

associating a priority class with each of said plurality of advertisements; and

filtering out of said subset one or more advertisements that have a priority class that is

lower than the priority class of any other advertisement that belongs to said

subset.

37.   (previously presented) The computer-readable storage medium of Claim 30, wherein

the instructions include instructions which, when executed by the one or more

processors, further cause the one or more processors to perform the step of filtering out

of said subset all advertisements that are associated with delivery obligations that are on track to be satisfied.

38.   (canceled)